

**NATIONAL NETWORK OF LIBRARIES OF MEDICINE  
PACIFIC SOUTHWEST REGION (REGION 7)**

**Pacific Southwest Regional Medical Library (PSRML)**

**Quarterly Progress Report  
August – October 2001**

**University of California, Los Angeles,  
Contract No. N01-LM-1-3517**

**Date Submitted:**

**January 22, 2002**

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## **Quarterly Progress Report**

### **National Network of Libraries of Medicine, Pacific Southwest Region**

**August 1, 2001 – October 31, 2001**

#### **INTRODUCTION**

##### **A. NETWORK PROGRAMS**

###### **1. Providing health professionals with a basic level of information services**

- Loansome Doc service is offered by 210 libraries in the Pacific Southwest Region.
- PSRML staff continue to explore how best to provide Loansome Doc referrals to health professionals who have no library affiliation. The publicly accessible database search on the NN/LM website combines affiliated and unaffiliated health professionals in the same search. Consequently, health professionals and staff who are trying to help them must wade through lists of libraries providing Loansome Doc service looking for those that provide service to unaffiliated users. During the next quarter, we will consider alternative solutions to this problem.

###### **2. Assessing the needs of health science libraries**

- During this quarter, questions from network members focused on DOCLINE reports, LinkOut, printing and emailing from PubMed, and exporting PubMed records to EndNote. Several network members have commented that links to full-text need to be more prominently displayed in PubMed's default display. Several hospital libraries had questions on web page design and construction.

###### **3. Managing the NN/LM network membership program for the region**

- There are 625 network members in the Pacific Southwest Region.
- Planning for the membership renewal drive neared completion. Renewal letters will be mailed to all network members in November. We went through several iterations of membership renewal materials and the overall process to ensure that regional DOCUSER data will be improved. A completely new section on Network Membership was completed for the revised PSRML web pages.<sup>1</sup>
- PSRML circulated the following materials to network members:

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<sup>1</sup> <http://nnlm.gov/psr/nm.html>

The Effects of E-Journals on Your Library (videotape): 1

Medical Library Association 2001 Annual Meeting (audiocassettes): 40

- PSRML filled requests from 17 network members for NLM promotional items for use at library orientations, health professional training in PubMed and other NLM resources, and community health fairs.

#### 4. Implementing the Regional Document Delivery Plan

- During this quarter, PSRML staff participated in both of the DOCLINE teleconferences that were held.
- After the release of DOCLINE 1.3 in October, some network members experienced problems with how DOCLINE request data interfaced with their ILL management systems. Clearly, they would like to have some advance notice regarding new release changes that will impact these systems. Advance notice is also important for larger libraries that may need to re-train staff on changes that affect local workflow and procedures.
- Current DOCLINE statistics for the Pacific Southwest Region are:
  - 374 SERHOLD contributors.
  - 1 new full DOCLINE participant. Three DOCLINE applications are pending as of the end of the quarter.
  - No DOCLINE libraries closed this quarter.
  - 403 DOCLINE libraries; 29 of these are Borrow-Only libraries.
  - 106 DOCLINE routing table approvals were completed at PSRML during the quarter.
  - 7 DOCLINE orientations were performed via telephone during the quarter. On average, 50 minutes were spent on each orientation.
  - 26 library groups, including those that are cross regional, recognized in the DOCLINE system.
  - 12 requests for DOCLINE holds during the quarter.
  - 4 regional libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 75 FreeShare library group members.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

<i>Location</i>	<i>SERHOLD Contributors</i>	<i>Borrow-Only DOCLINE</i>	<i>Total Participants</i>
Arizona	42	7	49
California	302	19	321
Hawaii	14	1	15
Nevada	11	2	13
Pacific Basin	5	0	5
<b>Regional Total</b>	<b>374</b>	<b>29</b>	<b>403</b>

- There is a grand total of 786 FreeShare library group members in the U.S. and Canada.
5. Meeting responsibilities of Resource Libraries and the RML
- We continued to receive many questions from Resource Libraries and other network members regarding when DOCLINE reports would be available. The late October release of the January – March 2001 quarterly statistics and the announcement of the upcoming release of subsequent quarterly reports was met with relief and gratitude!
  - The Resource Library Directors met at UCLA on October 25, 2001; the minutes appear in Appendix A.
6. Establishing and maintaining communications
- A new PSRML web site incorporating a updated design and enhanced content was released on October 31, 2001. The new front page features services for health professionals, services for network libraries, and consumer health information services. The front page also offers news links and quick links to BioSites, the Consumer Health Library Directory, DOCLINE Information, Loansome Doc PSR Libraries, MLA Brandon/Hill Journal Links, the NLM Technical Bulletin, NN/LM Library Directory, PSRML Staff, and NN/LM Trifold Search Guides. A new PSRML intranet (on the NN/LM password controlled intranet) includes an automated news web form, so that any PSRML staff member can quickly post a news items to the public web site.
  - The September-October 2001 issue of *Latitudes*, the PSRML newsletter, was published. Feature articles included a review of program objectives for the new contract period, an announcement of the membership renewal drive, an article on electronic delivery from the Hawaii Medical Library, and LinkOut experiences at the library of the Naval Hospital, Guam. The *Latitudes* web index page received 1440 hits from August through October.
7. Consulting with the Regional Advisory Committee
- Regional Advisory Committee members provided useful comments and suggestions during the web site redesign process.
8. Monitoring and evaluating programs
- Feedback on NN/LM and NLM programs and services was invited via electronic list messages and electronic newsletter articles. Contact information appears clearly on the PSRML web site.

9. Obtaining feedback from users and recommending ways of improving information access

- Julie Kwan was given a demonstration of an academic network member library's progress to date on using Open URL.
- Feedback on health professional and consumer health information needs, wants, and uses was solicited during visits and meetings during the quarter.

10. Providing a computer-equipped training facility

- The training facility was used by the following groups: NN/LM National Training Center and Clearinghouse; UCLA School of Medicine, Dean's Office; UCLA School of Medicine, Pharmacology Department; UCLA Biomedical Library, Louise M. Darling staff development committee; UCLA Biomedical Library, Reference Division and PSRML staff for a Biomedical Library staff orientation and NLM DOCLINE teleconferences.

11. Conducting or participating in needs assessments and testing of NLM and NN/LM products

- PSRML forwarded to NLM comments and suggestions on NLM resources received from network members, health professionals, and members of the public. Suggestions were gathered at exhibits and meetings and during calls for assistance received at the PSRML office.

12. Promoting NLM-sponsored grants

- Links to NLM funding opportunities appear on the web site.

13. Following up on NLM funded grants in the region

- No activity.

*Network Programs – Impediments:* The disruption in service on the toll-free NN/LM number during the month of October resulted in a decrease in the number of calls coming into the office from network members and the public. To offset the lack of access, we posted updates on the regional electronic list encouraging network members to send email messages or to request a call-back via a brief call to the toll number. Unfortunately, there did not seem to be a way to redirect callers to a working number or even to provide a helpful message with another number.

## B. OUTREACH PROGRAMS

Librarians associated with three outreach projects in the Pacific Southwest Region were featured by NLM in October for National Medical Librarians Month 2001 recognition. Projects recognized on the NLM web page<sup>2</sup> were HIP: Health Information at Preuss<sup>3</sup> (project librarians were Craig Haynes and Marsha Korobkin); HiPHIVE: Hawaii Public Health Virtual Emporium<sup>4</sup> (project librarians were Sharon Berglund and Virginia Tanji); and PHIL: Public Health Information Links for Nevada (project librarians were Joan Zenan and Terry Henner).<sup>5</sup>

### 1. Outreach to Health Professionals

- Heidi Sandstrom attended a program of the Southern California Public Health Association, “Public Health Nursing: Putting Your Nursing Knowledge to Work” (October 11, 2001).
- Kay Deeney attended the Conference on Public Health Informatics and Distance Learning in Columbus, Ohio (August 5-7, 2001).

### 2. Consumer Health Information Services

- On Friday, August 17, 2001, The Health Library at Stanford and PSRML presented *Consumer Health Information: Bringing e-Content to the Consumer* (see brochure in Appendix C). The focus of this conference was on emerging trends and technologies that have the potential to enhance consumer access to health information. Howard Fuller of Stanford obtained the conference speakers and made local arrangements. Kay Deeney and Heidi Sandstrom were part of the featured speaker panel. PSRML publicized the conference through mailings to Network librarians as well as to public librarians in Arizona, California, and Nevada; and through announcements on various electronic lists, including those of the regional Medical Library Association and Special Library Association chapters. PSRML provided online registration for the conference, and offered its Professional Development Award to a number of the attendees. Almost all of the 71 registrants were able to attend, and included medical and public librarians, library consultants, and a handful of health professionals. Nearly all the attendees gave the conference “3” and “4” evaluations (4=Excellent). They offered valuable suggestions for future conferences; these will be incorporated into planning for our next consumer health symposium. The comment that best captured the eclectic nature of the topics presented: “Nice variety of presenters; not the ‘same old stuff’.”
- The follow-up on documentation and invoicing for the “Access to Electronic Health Information for the Public” projects were completed during the quarter. Report summaries for the final quarter of the projects were included in the PSRML Quarterly Progress Report for May-July 2001, and project final reports and outreach database records were included in

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<sup>2</sup> <http://www.nlm.nih.gov/lo/profiles01/>

<sup>3</sup> <http://health.ucsd.edu/hip/>

<sup>4</sup> <http://hml.org/hiphive/>

<sup>5</sup> <http://www.med.unr.edu/phil/>

the PSRML Annual Report for May 2000-April 2001. These projects will be featured in an article to appear in the November-December 2001 issue of *Latitudes*.

- During this quarter, Heidi Sandstrom contacted Bessie Tichauer, Liz Gibson, and Diana Paque, librarians with the Library of California, and Marian Milling, of the Cascade Pacific Library Network (CPLN), about extending health information training to public library staff in the thirteen-county CPLN region. We anticipate using a training model similar to one piloted in Southern California.<sup>6</sup> The training proposal was presented to the CPLN Board of Directors on October 19; training plans should be finalized next quarter. All counties in the Cascade Pacific region are rural, according to the California Rural Health Policy Council definition, and local public health services programs are offered in Del Norte, Modoc, Lassen, and Glenn counties. We hope to provide training to health professionals in various communities in the region who lack ready access to health information resources, in addition to the library staff training.
- Heidi Sandstrom and Erica Burnham (Mid-Atlantic Region) jointly facilitated the October 9, 2001, NN/LM Consumer Health Coordinators Teleconference. This teleconference featured speakers from the New York and Arizona offices of Libraries for the Future and addressed the cooperative development of training resources. Minutes of the teleconference were distributed via the CONSUMER listserv on October 10.

### 3. Training to Support Electronic Access to Health Information

- Heidi Sandstrom prepared documentation for a new course, "Introduction to Consumer Health Resources at the National Library of Medicine: MEDLINEplus, ClinicalTrials.gov and the NLM Gateway." NLM is submitting this course (1.0 and 1.5 hour versions) to NIH for CME approval for 2002.
- Kay Deeney worked on updating the three NN/LM tri-fold search guides (PubMed, the NLM Gateway, and MEDLINEplus).<sup>7</sup> She is incorporating comments and feedback from NLM and regional NN/LM staffs, and the new versions will be completed and available on the NN/LM web in the next quarter.

### 4. Exhibits and Presentations at Meetings

- This quarter, PSRML exhibited at two public festivals, at a statewide conference of school librarians, and at a health professional conference:

Los Angeles Times Festival of Health & Fitness: A Weekend of Wellness, October 6-7, 2001  
Volunteer staff: Dominique Turnbow and Natalie Kamper (both graduate students at the UCLA Department of Information Studies) and Ann Fraser, Librarian, Kaiser Foundation Hospital, Los Angeles Medical Center

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<sup>6</sup> <http://nnlm.gov/psr/chic.html>

<sup>7</sup> <http://nnlm.gov/psr/search.html> OR <http://nnlm.gov/nnlm/online/pubmed/pmtri.pdf>,  
<http://nnlm.gov/nnlm/online/gw/gwtri.pdf>, and <http://nnlm.gov/nnlm/online/plus/mptri.pdf>



Latino Book and Family Festival, October 13-14, 2001  
Volunteer staff: Alan Carr, UCLA Biomedical Library

California School Library Association Annual State Conference, Oct. 31 - November 3, 2001  
Volunteer staff: Dennis Ritchey, Drug Information Service Library, Kaiser Permanente, Downey, CA; Judy Bube, Science Library, University of California, Irvine.

American Osteopathic Association 106<sup>th</sup> Convention and Scientific Seminar  
October 21-24, 2001

Volunteer staff: Marilyn Hall, Love Library, San Diego State University; Marilyn Schwartz, Library, Naval Medical Center, San Diego; Amy Butros, Biomedical Library, University of California, San Diego (La Jolla).

- Kay Deeney held an exhibit orientation and training meeting for prospective exhibit volunteer staff. Four librarians attended to learn about exhibiting at national and local meetings, and Kay answered numerous questions about NLM services and databases.

#### 5. Technology Awareness and Integration

- Kay Deeney attended NLM's Medical Informatics course in Woods Hole, Massachusetts (September 30 - October 6, 2001); she also attended a Flash class to explore its potential applications for distance learning classes.
- Kay Deeney participated in UCLA Digital Reference meetings and volunteered to cover some Digital Reference time slots. PSRML is investigating use of the 24/7 Digital Reference software for our own customer service applications (e.g., DOCLINE tutorials for network members and Loansome Doc referrals for health professionals and members of the public).

#### 6. Connections

- Preliminary discussions were held on assisting with Internet connectivity for several clinics in an underserved area of Los Angeles County.

*Outreach Programs – Impediments:* The vacancy in the PSRML Health Information Services Coordinator position has delayed progress in a few areas, but the staff has worked together so that we have met our major outreach objectives for the quarter.

## OTHER ACTIVITIES

- Michael Miller attended a 'Fireworks' computer class at the UCLA Staff Development Wilshire Center (August 21, 2001).
- Julie Kwan attended the NTCC class, "Keeping up with NLM's PubMed, the NLM Gateway and *ClinicalTrials.gov*" (August 27, 2001).
- Kay Deeney attended the NN/LM new staff orientation at NLM (October 9-10, 2001).
- Elaine Graham, Alison Bunting, Heidi Sandstrom and Kay Deeney attended the MLGSCA Fall Program, "E-Healthcare: Possibilities and Obstacles" (October 15, 2001).

**Appendix A**  
**Resource Library Directors Meeting Minutes**  
**October 25, 2001**  
**Los Angeles, California**

**Resource Library Directors  
National Network of Libraries of Medicine, Pacific Southwest Region  
Meeting Minutes  
October 25, 2001  
Los Angeles, California**

**Resource Library Directors:**

*Carlene Bogle*, Loma Linda University, Del E. Webb Memorial Library  
*John Breinich*, Hawaii Medical Library  
*Alison Bunting*, University of California, Los Angeles, Louise M. Darling Biomedical Library  
*Bill Clintworth*, University of Southern California, Norris Medical Library  
*Arlene Cohen*, University of Guam, Robert F. Kennedy Memorial Library  
*Gary Freiburger*, University of Arizona, Arizona Health Sciences Library  
*Julia Kochi*, University of California, San Francisco, Library and Center for Knowledge Management  
*Susan Lessick*, University of California, Irvine, Science Library  
*Susan Starr*, University of California, San Diego, Biomedical Library  
*Valerie Su*, Stanford University Medical Center, Lane Medical Library  
*Gail Yokote*, University of California, Davis, Carlson Health Sciences Library  
*Joan Zenan*, University of Nevada, School of Medicine, Savitt Medical Library

**PSRML Staff and Guests:**

*Janice Contini*, Project Coordinator, UCLA InfoShare IAIMS Planning Project, and UC Resource Liaison for MEDLINE, UCLA Biomedical Library  
*Elaine Graham*, Associate Director, Pacific Southwest Regional Medical Library (PSRML)  
*Julie Kwan*, Library Network Coordinator, PSRML  
*Andrea Lynch*, Network Assistant, PSRML  
*Heidi Sandstrom*, Consumer Health Information Services Coordinator, PSRML  
*Marlo Maldonado Young*, NLM Associate Fellow, University of California, San Diego, Biomedical Library

**Introductions around the Room**

The meeting began with a welcome from Alison Bunting and introductions around the room.

**PubMed Document Delivery Service**

Janice Contini provided a demonstration of the document delivery service link between PubMed and California Digital Library (CDL) Request, the statewide UC document delivery service. Janice commented that UC libraries are making the transition from locally hosted or mounted databases to vendor systems; for NLM's PubMed, this included participation in LinkOut for Libraries to provide for access to electronic full text from PubMed citations. Users can set their PubMed Cubby to display UC library icons. Alternatively, users can start PubMed from the link

on the library's home page; this link contains a tool argument that invokes a display of the library's LinkOut icon. An additional tool argument points the PubMed order button to CDL Request, or another designed document delivery service, instead of Loansome Doc. (Information on PubMed's document delivery service was attached to the meeting agenda.)

There was general agreement that PubMed should be modified to show the LinkOut icons on the summary display of results as well as on the abstract and citation displays. Some wondered if displaying too many icons (for different libraries) would be confusing or distracting. Libraries that have added holdings to LinkOut are finding it difficult and time-consuming to do updates. Usability studies will be needed to determine how effectively the full-text and document delivery links are used by patrons. The document delivery linking feature may be of special interest to a group of libraries; it will be easier to locate group participants if the format of their names is similar. For example, for the UC libraries, the format "University of California, Los Angeles" was easier to find on the provider list than UCLA.

### **Resource Libraries in the Pacific Southwest Region**

The Directors reviewed the draft of the 2001-2006 Resource Libraries agreement. The agreement no longer includes provision of a minimum search for a maximum charge since access to NLM online services is now free. The interlibrary loan throughput standard has been dropped since DOCLINE automatically routes on any delayed requests. The final agreements will be distributed by mail to each Resource Library for signature. It was noted that placing the listing of additional responsibilities that may be negotiated in a separate section makes the agreement easy to understand.

The Directors identified the following as benefits of being a Resource Library:

- Reflects the stature of the library on a regional and national level.
- Assists in forming alliances, such as with the public health community.
- Helps in the various academic accreditation processes.
- Establishes a priority for cooperation and collaboration in the midst of often competitive environments.
- Offers access to RML staff for consultation and network support in areas such as obtaining clarification of grants language prior to submission and orienting a new librarian in the community.

### **Resource Sharing**

**Paper forms.** Gail Yokote noted the importance of the RML continuing to encourage DOCLINE participation; a few libraries continue to use paper forms. Julie Kwan indicated that

Resource Libraries can let her know when a paper request is received, and she will follow up with the requesting library.

**International resource sharing.** Arlene Cohen encouraged considering international involvement in NN/LM resource sharing. While Guam gets a lot of support, areas that are non-U.S., including former U.S. territories, need assistance. These non-U.S. institutions can participate in Loansome Doc, but non-U.S. libraries cannot input holdings to SERHOLD. For Resource Libraries, there was some concern about currency exchange and inability of international libraries to pay for document delivery services. UC Davis has some international end-users, but requires payment by credit card drawn on a U.S. bank. IFLA has a coupon system that could be explored. Arlene Cohen added that since the formation of the FreeShare interlibrary loan group, 75-80% of University of Guam's transactions are cost free; she is not as concerned with costs, but with capabilities. One approach might be to allow participation in DOCLINE and SERHOLD by non-U.S. libraries that are part of a consortium with U.S. libraries. Currently, DOCLINE cannot accommodate international addresses, but the upcoming DOCLINE interface review team will certainly be aware of the broadening global interest.

**Electronic resources.** Hospital libraries need assistance in getting electronic subscriptions. Training is needed to improve management of electronic resources. For resource libraries, questions will increase on how to fill requests with electronic resources, especially as print subscriptions begin to be canceled.

**Outreach communications.** Resource Libraries agreed that they would like to be informed whenever PSRML is doing outreach in their part of the region, for example, to public libraries or community organizations.

### **Technology to Enhance Delivery of Information**

Norris Medical Library is using a scanner for electronic delivery; this enables one-day turnaround on requests.

Del E. Webb Library will be optimizing use of the Innovative Interfaces OPAC and expanding user awareness of new capabilities.

UC Davis libraries are experimenting with digital reference software; service is offered from the reference desk, Monday through Friday, 10:00 a.m. to 5:00 p.m. Cold Fusion is being considered for electronic journals applications. Aleph from Ex Libris is the new integrated library system. A library portal employing open URL technology with SFX will debut in fall 2002.

Hawaii Medical Library has been a heavy user of Ariel software and is anxious to use the new web delivery system.

Lane Medical Library uses Ariel and Prospero for document delivery. Of 1000 electronic resources, 550 are linked in PubMed. In the area of mobile computing, PDA's were subsidized for the medical students, and the library worked with departments on developing content. Wireless connectivity is available in 95% of the library. AvantGo was licensed for the wireless

PDA's. Video streaming is being used in core basic classes, CME, and symposia. The new ILS is Endeavor's Voyager.

Arizona Health Sciences Library is experimenting with digital reference software and planning an integrated catalog with XML technology. Wireless networking is available in public areas. The library continues to participate in the Arizona Telemedicine Project and in January will begin informatics grand rounds.

At UC Irvine a project team is working to develop desktop delivery; two new scanners are in place. The library is participating in digital reference services in cooperation with the Metropolitan Cooperative Library System (MCLS). The library is planning a wireless initiative, and plans to loan laptops and wireless cards for students to use in their own laptops. The program will start with 10 laptops, to be loaned for two hours, and 10 wireless cards, to be loaned for 48 hours. This will not be a secure network, but there will be a web registration page, as well as help documentation on the web site. An overall web site revision is planned.

Savitt Medical Library is doing almost all document delivery electronically using Ariel. The volume of internal document delivery has been going down, while the interlibrary loan volume has increased. The library encourages requests via Loansome Doc, with the goal of having all requests come in on DOCLINE. The library will have laptops for checkout, and is looking at Palmtop applications.

University of Guam's library experienced almost a month of downtime due to Ariel software installation problems; this was a serious situation, as almost all document delivery is by Ariel. A recent grant award provided for Ariel in all of the nursing colleges in Micronesia. With the advent of the SERHOLD library group FreeShare, the library can fill additional user requests, which resulted in an increase of requests. A telehealth consortium has received funding from the Health Resources and Services Administration (HRSA) to develop a telehealth plan for the region. Guam Memorial Hospital received an NLM grant to secure Internet connections the hospital and a long-term care skilled nursing facility. The University Library will provide training and support. The recent CDC satellite broadcast on anthrax was bridged to Hawaii and then to Guam; 50 people attended the program in Guam, at 6:00 a.m. local time.

At UC San Francisco the library is involved in improving the technological infrastructure of the campus. Students will have one password for all systems. The library will offer both wired and wireless access, along with loaner laptops. E-reserves software and WebCT course tools are being used. A planetary scanner has been received, and will be implemented in document delivery services.

At UC San Diego, the Medical Center Library is posting articles obtained from the campus library to the web. The UCSD library site uses a relational database behind the web page to manage content; SAGE offers a gateway to recommended web sites to complement the Innovative Interfaces OPAC. The Biomedical Library and the Medical Center Library have a clinical research page; the icon for that is displayed on all computers in the hospital. Medical student library orientation is done online; exercises are emailed, with prizes awarded. E-reserves

has been implemented. Wireless network access is available in all campus libraries, along with lending laptops. UCSD library users have access to 2400 electronic journal subscriptions.

At UCLA, E-reserves is up. Several campus libraries are collaborating on digital reference; usage is growing slowly. Two planetary scanners have been installed in the Biomedical Library and desktop document delivery will be offered soon. The UC libraries will implement consortial borrowing software in 2002. The UCLA Library is updating its web site, incorporating database-driven content management. Differing viewpoints on the results of user needs assessments and how to design the web site to meet those needs were reflected in vigorous discussions between and among librarians, various task groups, and administrative committees.

**Digital reference services.** Recent initiatives in deploying digital reference software may make it possible to offer some type of regional health reference service. Issues for discussion include how to integrate services into existing staffing patterns; what resources can be made available to unaffiliated health professionals and members of the public; where to place a reference contact icon to attract the intended users; and compatibility of digital reference software with proxy servers. Those who have begun using digital reference software encountered a steep learning curve. Some find it difficult to handle the multi-tasking required to search and keep the “chat” going; a voice feature may be added in the future, and in some environments a simultaneous telephone connection may be possible.

### **Resource Sharing (continued)**

**DOCLINE Update.** Julie Kwan reported on the recent release of DOCLINE version 1.3, which provides enhanced capabilities for specifying electronic document delivery methods. Several NN/LM staff members are on the DOCLINE interface review team that will begin work in November. The team will focus on changes needed to make DOCLINE easier to use; a major rewrite is not planned. Release dates have been announced for DOCLINE statistical reports that were delayed. NLM is proceeding to test the ILL/ISO protocol with Fretwell-Downing (VDX), OCLC, and RLIN; when QuickDoc software is ready, it will be included in the testing plan.

John Breinich suggested that new versions of DOCLINE be made available for advance testing by any libraries that are downloading DOCLINE requests into a local system so they can check for any re-programming requirements. In addition, features that may have potential staff retraining or workload implications should be highlighted in advance.

**Document Delivery.** Recommendations for smaller libraries preparing to take advantage of new document delivery methods, including web delivery, include:

- Upgrade printers to get better quality, adequate memory and faster printing.
- Resolve any firewall issues involved in going to an external web server and bringing back a file.
- Change restrictive parameters on email (for email attached documents).
- Be aware of email attachment syntax (be alert and consider the training issues).
- Lending libraries need to send instructions for web pick-up, especially if the document is delivered directly to the end user.



Delivering electronic documents directly to the end user can provide faster service; users likely can be counted on to report any documents not received. Document delivery “culture” has changed—now users can assume that requests will be filled, rather than expecting that requested items may not be received. With delivery to the end user, internal procedures may need to be reviewed, for example, how to collect payment for instances where users are charged for filled requests.

**Electronic journals and interlibrary loan.** In instances when electronic subscriptions cannot be used for lending due to restrictions in the license agreements, copies can be made from the print subscriptions. As libraries increasingly consider dropping print subscriptions, the electronic licensing restrictions may become more of a problem. Carlene Bogle noted that at least one subscription license allows for making a print copy from the electronic resource that can be sent, but it prohibits scanning a copy for electronic delivery. Many libraries try to avoid a non-lending clause in license agreements, but will not in the end refuse to enter a subscription if the clause is not removed. NLM will continue to fill requests from its electronic subscriptions as needed. Among the UC libraries, as print subscriptions are canceled, one or two print copies will be retained, possibly at the Southern or Northern Regional Library Facilities. This eventually could cause changes in interlibrary loan workloads; we might consider whether regional facilities should become DOCLINE participants. Overall, it is not anticipated that regional borrowers will be disenfranchised due to limitations in electronic license provisions.

The Resource Library Directors reported on the levels of print cancellations, in some cases due to budget constraints and in other cases to enable expanded electronic access or to eliminate duplication in main and branch libraries. Archival access continues as a major issue in consideration print cancellations. However, with NLM as a backup resource, and since commitments for serials retention are difficult to maintain when local priorities shift, it did not seem advisable to consider a regional retention plan.

Alison Bunting described the Collection Management Initiative, a University of California systemwide research project funded by the Andrew W. Mellon Foundation. Selected print titles with electronic equivalents are being temporarily removed from the libraries (with paging available if the print is needed by users). Usage data will be collected and analyzed to develop strategies for future collection management approaches, including possible print cancellations.

Generally, data on electronic journal holdings are not being entered into SERHOLD as there are too many changes. (In addition, electronic holdings should be included in SERHOLD only if they are available for lending.) The possibility of including SERHOLD data for print titles in PubMed’s LinkOut for Libraries program was discussed briefly; there was agreement that this would be useful for many libraries.

## **AIDS Information Summit**

Elaine Graham described plans for the AIDS Information Summit, to be co-sponsored with the California AIDS Clearinghouse and requested suggestions for steering committee membership. (Background information on the summit was attached to the meeting agenda.)

## Outreach Reports

### Partners in Information Access for Public Health Professionals

Joan Zenan reported on Public Health Information Links for Nevada (PHIL),<sup>8</sup> which included development of a web site and training for public health professionals in accessing health information. Focus groups were used in the initial project needs assessment. Most participants wanted access to full content, rather than PubMed or other citation systems. Many needed basic assistance in using browsers, as they had not previously had access to a computer in the office, let alone on their own desktop. Support from key individuals in local and state agencies and at professional associations was important to the project's success.

John Breinich reported on Hawaii Public Health Information Virtual Emporium (HiPHIVE),<sup>9</sup> which included development of a web site and two levels of information access training. Sending the project librarians out to do training worked very well; they piloted use of a laptop-based portable LAN, which was quite successful. Lessons learned from the project included the importance of partner support, the tremendous diversity of the public health workforce, and the different levels of training that entails.

While the funding period for these outreach projects is over, both Resource Libraries reported that the project web sites are still maintained, and information access classes are available through the regular library instructional programs.

### Public Health Outreach Forum

Joan Zenan described the Public Health Outreach Forum, held in April 2001 at NLM. Participants from the various public health outreach projects funded by NLM reported on their accomplishments and lessons learned, and the results appear in the *Bulletin of the Medical Library Association*<sup>10,11</sup>.

### Access to Electronic Health Information for the Public

Susan Starr reported on the Medical Center Library's project with the Preuss School UCSD, Health Information @Preuss.<sup>12</sup> The project web site includes pages for the students, the faculty,

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<sup>8</sup> <http://www.med.unr.edu/phil/>

<sup>9</sup> <http://hml.org/hiphive/>

<sup>10</sup> Joan S. Zenan, Neil Rambo, Catherine M. Burroughs, Kristine M. Alpi, Marjorie A. Cahn, and Jocelyn Rankin. Public Health Outreach Forum: report. Bull Med Lib Assoc. 2001 October; 89(4): 400-06.

<http://www.pubmedcentral.gov/articlerender.fcgi?artid=57971>

<sup>11</sup> Neil Rambo, Joan S. Zenan, Kristine M. Alpi, Catherine M. Burroughs, Marjorie A. Cahn, and Jocelyn Rankin. Public Health Outreach Forum: lessons learned. Bull Med Lib Assoc. 2001 October; 89(4): 403-406. <http://www.pubmedcentral.gov/articlerender.fcgi?artid=57972>

<sup>12</sup> <http://health.ucsd.edu/hipfps/>

the school nurse, and the parents. In addition to health information training, a student project competition was held to promote use of electronic health information in creative ways. Winning projects are displayed on the web site.<sup>13</sup>

Gary Freiburger reported on the Arizona Health Sciences Library project, CHILE,<sup>14</sup> in collaboration with the Tucson-Pima Public Library. Training with the public librarians was a key component. Consumer health information links on the CHILE web site could be contributed by all participants, but the public librarians were busy and at times reluctant to suggest sites to the “expert” medical librarians. The library intends to build on this project in future outreach efforts in Arizona. The State Library has developed economic development information centers with collections and database access and would like to expand this model to consumer health information.

John Breinich reported on the training sessions offered to the public in collaboration with the Hawaii State Public Library System. The partnership with the public libraries is ongoing, and the online tutorials<sup>15</sup> developed remain available on the Consumer Health Information Services web site at Hawaii Medical Library.

### Consumer Health Information for California

Carlene Bogle and Heidi Sandstrom described this multi-phased project involving the California State Library, Del E. Webb Library, and PSRML. The project report, list of core resources, and training modules are available on the PSRML web site.<sup>16</sup> The public library staff trained through this pilot project serve the public in a 5-county region of southern California that includes Imperial, Inyo, Riverside, San Bernardino, and San Diego counties. Some of these public libraries are very small branches, with staff in charge who have little or no formal training; the collection development support from the State Library and the training provided by Webb Library and PSRML staff were especially welcomed at these sites. PSRML is working with the Pacific Cascade Region of the Library of California to provide training in health information access in Northern California.

### Internet Connectivity

Savitt Medical Library worked with the Northern Nevada AHEC to extend Internet connectivity and health information access training to seven clinics in Northern Nevada and two in Northern California. Excellent technology support from the AHEC made the equipment specifications and installation work very smoothly. Recurring training will be provided by the library; some training will be via videoconferencing to sites with that capability.

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<sup>13</sup> <http://health.ucsd.edu/clinicalresources/hipcomp.html>

<sup>14</sup> <http://www.chilehealth.org/>

<sup>15</sup> <http://hml.org/CHIS/wsonline.html>

<sup>16</sup> <http://nnlm.gov/psr/chic.html>

## **Community Outreach**

PSRML asked for input on community outreach projects underway and on the extent to which Resource Libraries are interested in expanding involvement in this area.

Bill Clintworth described the work of Padres Contra el Cancer, at Children's Hospital, Los Angeles. The program is not affiliated with USC, but is housed at the hospital; 60% of the hospitalized children are Latino. There is interest in developing a project to improve health information literacy for the involved parents, who have an average reading level at fourth grade.

Gail Yokote reported on collaboration with the medical school and medical center to present a public lecture series on health topics. A healthy aging project involves state and county agencies, who sponsored an "e-bus" filled with computers. The bus spent two days at the convention center; members of the public used the computers to view free sites, with Internet connectivity via satellite.

Valerie Su indicated that Lane Medical Library would like to be involved in the summer programs for high school students and minority college students. The new medical school dean has included community outreach in the school's mission.

Susan Starr reported that a patient safety planning grant includes working with physicians in the community; the library will assist with web site development and training.

John Breinich reported efforts to reach out to non-library users. Particular Hawaiian native health concerns are diabetes, heart disease and asthma. It is anticipated that outreach underway in the schools will also get information to the parents.

Carlene Bogle reported that the Loma Linda University Children's Hospital has a resource center for parents and health professionals. Schooling for children in long term care is a concern.

Susan Lessick described a teaching partnership between UC Irvine and area high schools and middle schools. A campus librarian makes contact with the school librarian. Teaching is done both at the schools and on the UC campus, with students bused to campus to use campus library facilities and resources for projects. A medical information component could be added to the program.

Arlene Cohen described a schools project in Pohnpei to teach basic reference skills and resources; this might be a good model for medical information outreach.

## **Site Visit Planning**

Resource Library Directors offered the comments on planning for a site visit to the region from NLM:

- This region provides some of the best examples of cooperation among network members—it will be important to show projects that reflect this.

- As the region with the largest geographic area, we should highlight the special circumstances and the diversity of institutions.
- All RML staff should participate and present something about what they're doing.
- Developments in the Pacific Basin should be highlighted.
- Show institutional support in the region—if it is not practical to bring individuals in, consider videoconferencing.
- If possible, schedule the site visit in conjunction with the Joint Meeting to provide the opportunity for NLM staff to interact with many people from the region.

### **Resource Library Updates**

Each Resource Library Director gave a brief update on current activities and projects. By agreement, minutes were not taken on this portion of the meeting.

**Appendix B**  
**Exhibit Reports**

## EXHIBIT REPORT

**DATE:** October 10, 2001

**SUBMITTED BY:** Julie Kwan and Elaine Graham

**NAME OF MEETING:** Los Angeles Times Festival of Health & Fitness: A Weekend of Wellness

**LOCATION:** Los Angeles, CA (University of Southern California campus)

**DATES:** Saturday, October 6 – Sunday, October 7, 2001

**PSRML STAFF:** Julie Kwan, Pacific Southwest Regional Medical Library  
Elaine Graham, Pacific Southwest Regional Medical Library

**VOLUNTEER STAFF:** Ann Fraser, Librarian, Kaiser Foundation Hospital,  
Los Angeles Medical Center  
Dominique Turnbow, Graduate student, UCLA Dept. of Information  
Studies  
Natalie Kamper, Graduate student, UCLA Dept. of Information Studies

**NUMBER OF REGISTRANTS:** LA Times estimate: 40,000 Attendees

**NUMBER OF EXHIBITS:** 125+ Booths

<u>Dates</u>	<u>Hours</u>	<u>Visitors</u> <u>(No Demo)</u>	<u>NLM</u> <u>Demos</u>	<u>Internet</u> <u>Demos</u>
10/6/01	10 am – 5pm	120	12	0
10/7/01	10 am – 5pm	250	22	0

## EXHIBIT SUMMARY:

**A. Pre-Exhibit Meetings – n/a**

**B. Distribution of Pre-mailers, Letters or Invitations - none**

### **C. Booth Location**

The booth was well located; many of the neighboring booths were similar public and community service organizations. Sunshine in the morning hours made it difficult to see the laptop display (but fortunately the temperature was mild this year!).

### **D. Description of System Program Presentations - none**

## **E. Problems**

On Sunday morning, just before the festival opened, bombing commenced in Afghanistan. Because of this, the Emmy Award celebration, which had been scheduled for the Shrine Auditorium adjacent to campus, was canceled. Thus, there was less traffic than expected at the close of the event. Otherwise, the world events seemed to have little impact on the festival.

## **F. User Feedback**

- People liked hearing that MEDLINEplus included evaluated information, is free, and that it was not a commercial site. They responded very favorably to knowing that they did not need to register or give out personal information.
- People liked hearing that these programs (MEDLINE & MEDLINEplus) are supported with federal tax dollars (this was not mentioned to everyone, but to those who inquired).
- People with experience searching MEDLINE seemed to like the idea that they could get to a pre-formulated MEDLINE search through MEDLINEplus.
- We typically began an interaction by asking, “Do you use the Internet for health information?” This seemed to be effective in engaging their interest.
- Many young women (late twenties and thirties) were very receptive to MEDLINEplus as a source of information relating to their children or to their parents, especially drug information. One of the opening questions used was “Do you have questions about the medications your mother is taking?” This almost always prompted an affirmative answer.

## **G. Suggestions/Comments**

- There were people of all ages and all demographic groups in attendance, including many families with children.
- There was a real cross-section of personalities – from people very interested in mainstream medicine to those who wouldn’t trust traditional medicine one bit.
- There was also a very wide range of understanding of Internet resources – some with no experience (we referred them to public libraries for access to machines) to very experienced Internet users. Those we referred to public libraries seemed energized by that suggestion.
- Several young people were pleased to tell their accompanying grandparents that they would be able to show them the NLM sites on their own home computers. The seniors were clearly proud of their grandchildren and eager to explore Internet health resources with them.



- A number of attendees were health professionals or students. The PubMed Limits button did not appear to several individuals to be a button – they were surprised when we demonstrated you could click “Limits”. (This feedback was transmitted via the PubMed comment link.)
- Also, there was a very wide range of awareness (or lack of it) of access to health information – this may have been technology based in part. Some were quite reticent (fear?) to even try a search.
- We noted a little confusion about the URL for MEDLINEplus – the ending “.gov” without either a leading “www” or “http://” did not spark recognition for some people. Internet experience of attendees varied greatly, however, which may have been more of a factor than the format of the web address.
- Non-English speakers were just as interested as English speakers.
- One couple, for whom we provided a MEDLINEplus demo, is very interested in the AIDS Information Summit PSRML is planning for next year.
- It was very nice to have a librarian from Network Member library staffing the booth. People were surprised that the hospital library was open to everyone. This librarian (from a local Kaiser hospital) had many interactions with people who had Kaiser coverage but didn’t know the library was available to them.

#### **H. Recommendations:** Should NLM exhibit at this meeting next year?

Yes; it brings together a diverse audience with an interest in health information.

#### **BUDGET SHEET (See following page)**

#### **APPENDICES:**

##### Promotional Materials Used:

- MEDLINEplus pens
- MEDLINEplus bookmarks

##### Literature:

- ***Be Well, Be Informed*** [http://nnlm.gov/psr/pdf/bwbi\\_eng.pdf](http://nnlm.gov/psr/pdf/bwbi_eng.pdf)
- ***A su salud. Este bien informado.*** [http://nnlm.gov/psr/pdf/bwbi\\_esp.pdf](http://nnlm.gov/psr/pdf/bwbi_esp.pdf)
- Welcome brochure from the Irving P. Ackerman Health Sciences Library, Kaiser Foundation Hospital, Los Angeles Medical Center

<b>BUDGET FORM</b>  <b>Los Angeles Times Festival of Health &amp; Fitness: A Weekend of Wellness</b> <b>10/6/01-10/7/01</b> <b>Los Angeles, CA</b>		
<b>SPACE RENTAL</b>	10 x 10	\$1,500.00
<b>FREIGHT</b>	(RT LA-USC campus)	\$270.00
<b>MATERIAL HANDLING</b>	(RT LA-USC campus)	\$544.00
<b>ELECTRICITY</b>	Two 50 watt outlets	\$150.00
<b>PHONES</b>	Two single phones	\$200.00
<b>TABLES</b>	(N/A, included in price of booth)	0.00
<b>CHAIRS</b>	2 arm chairs	\$6.00
<b>TOTAL</b>		<b>\$2,670.00</b>
<b>GROUND TRANSPORTATION</b>	(Elaine Graham, Anne Fraser)	\$39.68
<b>TOTAL</b>		<b>\$39.68</b>
<b>GRAND TOTAL</b>		<b>\$2,709.68</b>



**BE WELL. BE INFORMED.**

**Where can I find good consumer health information on the Internet?**

**MEDLINEplus**

<http://medlineplus.gov>

MEDLINEplus is the **National Library of Medicine's** web site for **FREE** consumer health information. It is a selective list of authoritative health information resources from the National Institutes of Health (NIH) and other organizations. You will find the following information in MEDLINE plus:

- ◆ **Health Topics** Information on conditions, diseases and wellness, plus an illustrated medical encyclopedia (adam.com.)
- ◆ **Drug information** On more than 9,000 generic and brand name prescription and over-the-counter drugs (from USP DI, Volume II, .Advice for the Patient.)
- ◆ **Clinical Trials** Information about clinical research studies can be found on links from the health topics pages to the NIH ClinicalTrials.gov site
- ◆ **Dictionaries** - Spellings and definitions of medical terms
- ◆ **Directories** - Locations and credentials of doctors, dentists and hospitals
- ◆ **Other Resources** - Access to organizations, consumer health libraries, publications, MEDLINE, and more

Where can I find research information used by doctors, nurses, dentists, pharmacists and other health professionals?

**MEDLINE/PubMed**

<http://pubmed.gov>

MEDLINE ® is the **National Library of Medicine's** online database that contains more than 11 million references to articles in 4500 journals in medicine and the life sciences. **PubMed** is a **FREE** system to search MEDLINE.

## **How can I tell if I've found good information on the Internet?**

Ask yourself if a Web site meets the following guidelines:

- ◆ Information content is from a respected source, is accurate and current
- ◆ Information provided is readable, well-organized and easy to use
- ◆ Information supports existing doctor/patient relationships
- ◆ The purpose of the site is to inform, and not to sell a product or service
- ◆ Confidentiality of site visitor data, including identity, is respected

## **Where else can I find good health information on the Internet?**

### **healthfinder®**

[www.healthfinder.gov](http://www.healthfinder.gov)

healthfinder®, available in English and Spanish, is a free gateway to reliable consumer health and human services information developed by the U.S. Department of Health and Human Services.

### **Centers for Disease Control and Prevent**

[www.cdc.gov](http://www.cdc.gov)

CDC's mission is to promote health and quality of life by preventing and controlling disease, injury, and disability. This site is available in both English and Spanish.

### **NOAH: New York Online Access to Health**

[www.noah-health.org](http://www.noah-health.org)

NOAH provides full-text health information for consumers that is accurate, timely, and relevant. NOAH supports both English and Spanish usage.

### **National Women's Health Information Center**

[www.4woman.gov](http://www.4woman.gov)

The National Women's Health Information Center provides a gateway in English and Spanish to the vast array of Federal and other women's health information resources.

### **KidsHealth.org**

[www.kidshealth.org](http://www.kidshealth.org)

Created by the Nemours Foundation, KidsHealth.org has information on infections, behavior & emotions, food & fitness, and growing up healthy, as well as cool games and animations!

**Important Note:** Information on these sites is for educational purposes only. Consult your personal physician or other health professional for specific advice on your health and on how Internet health information may apply to you.

## **What is the NN/LM?**

The National Network of Libraries of Medicine (NN/LM), coordinated by the National Library of Medicine, is a nationwide network of over 4,600 health science libraries and information centers.

NN/LM libraries provide a variety of services to health professionals and to the public. Find these libraries at <http://nnlm.gov/members/>.

## **Where can I get more information about NN/LM services?**

The Pacific Southwest Regional Medical Library (PSRML)

UCLA Louise M. Darling Biomedical Library/

Phone: (310) 825-1200 or (800) 338-7657 Fax: (310) 825-5389

Email: [psr-nnlm@library.ucla.edu](mailto:psr-nnlm@library.ucla.edu) Web address: <http://nnlm.gov/psr/>

This handout on Consumer Health Internet sites is available at

[http://nnlm.gov/psr/pdf/bwbi\\_eng.pdf](http://nnlm.gov/psr/pdf/bwbi_eng.pdf)

09/2001



## A SU SALUD. ESTÉ BIEN INFORMADO.

¿Dónde puedo encontrar buena información en Internet sobre la salud para el consumidor?

### MEDLINEplus

[medlineplus.gov](http://medlineplus.gov)

MEDLINEplus es la página de la red Internet de la **Biblioteca Nacional de Medicina**, donde se puede obtener información **GRATIS** sobre la salud para el consumidor. Se trata de una lista selecta de recursos de información sobre la salud reconocidos por los Institutos Nacionales de Salud (NIH, por sus siglas en inglés) y otras organizaciones. En MEDLINEplus Usted encontrará la siguiente información:

- ♦ **Temas de Salud** - Información sobre condiciones, enfermedades y bienestar, además de una enciclopedia médica ilustrada (adam.com™)
- ♦ **Información sobre Medicamentos** - Información sobre más de 9,000 medicamentos genéricos y de marca, que se venden con y sin receta (USP DI, Volumen II, "Información para el Paciente")
- ♦ **Estudios Clínicos** - Información sobre estudios de investigación clínicos por vía de los enlaces con las páginas sobre asuntos de la salud localizadas en la página de los Institutos nacionales de Salud (NIH), *ClinicalTrials.gov*
- ♦ **Diccionarios** - Ortografía y definiciones de términos médicos
- ♦ **Directorios** - Ubicaciones y acreditaciones de médicos, dentistas y hospitales
- ♦ **Otros Recursos** - Acceso a organizaciones, bibliotecas sobre la salud del consumidor, publicaciones, MEDLINE y muchas otras más

¿Dónde puedo encontrar información sobre investigaciones utilizada por médicos, enfermeras, dentistas, farmacéuticos y otros profesionales de la salud?

**MEDLINE/PUBMED®**

[pubmed.gov](http://pubmed.gov)

MEDLINE ® es la base de datos disponible a través de la red Internet compilada por la **Biblioteca Nacional de Medicina**, esta base de datos contiene más de 11 millones de referencias sobre artículos que aparecen en 4500 publicaciones médicas o acerca de ciencias de la vida. **PubMed** es un sistema con dos sistemas **GRATUITO** para buscar información en MEDLINE.

¿Cómo puedo saber si he encontrado información buena y confiable en Internet?

Pregúntese a usted mismo si la página de la Red de Internet donde obtuvo tal información cumple con las siguientes pautas:

- ◆ El contenido de la información viene de una fuente respetable, es preciso y actual
- ◆ La información proporcionada se puede leer fácilmente, está bien organizada y es fácil de usar
- ◆ La información apoya las relaciones existentes entre médico y paciente
- ◆ El propósito de la página de la red de internet es el de informar, y no el de vender algún producto o servicio
- ◆ La página de la red internet de donde proviene esta información respeta la confidencialidad de los datos del visitante al sitio, incluyendo su identidad

¿Dónde más puedo encontrar información buena sobre la salud en Internet?

**healthfinder®**

[www.healthfinder.gov](http://www.healthfinder.gov)

healthfinder®, disponible en inglés y español, es un portal gratuito hacia información confiable sobre la salud del consumidor y servicios humanos. Este servicio ha sido desarrollado por el Departamento de Salud y Servicios Humanos de los EE.UU.

#### Centros para Control y Prevención de Enfermedades

[www.cdc.gov](http://www.cdc.gov)

La misión de los CDC (por sus siglas en inglés) es promover la salud y calidad de vida a través de la prevención y control de enfermedades, lesiones e invalidez. Este sitio está disponible tanto en inglés como en español.

#### NOAH: Acceso a Salud en Línea de Nueva York

[www.noah-health.org](http://www.noah-health.org)

NOAH (por sus siglas en inglés) proporciona información de texto completo precisa, oportuna y relevante acerca de salud para consumidores. NOAH puede usarse tanto en inglés como en español.

#### Centro Nacional sobre Información de la Salud de la Muje

[www.4woman.gov](http://www.4woman.gov)

El Centro Nacional sobre Información de la Salud de la Mujer proporciona un portal, en inglés y en español, que dirige al visitante a una vasta colección de recursos de información, federales y otros, sobre la salud de la mujer.

#### KidsHealth.org

[www.kidshealth.org](http://www.kidshealth.org)

Creado por la Fundación Nemours, KidsHealth.org presenta información sobre infecciones, comportamiento y emociones, alimentos y buena condición física y crecimiento saludable, así como divertidos juegos y dibujos animados!

**Nota Importante:** La información en estos sitios es únicamente con fines educativos. Consulte a su médico particular o a otros profesionales de la salud para conseguir consejos específicos sobre su salud y sobre cómo puede usted utilizar información acerca de la salud disponible en la red de Internet.

#### ¿Qué es la NN/LM (por sus siglas en inglés)?

La Red Nacional de Bibliotecas de Medicina (NN/LM, por sus siglas en inglés), coordinada por la Biblioteca Nacional de Medicina, es una red nacional de más de 4,600 bibliotecas de ciencias de la salud y centros de información. Las bibliotecas de NN/LM proporcionan una variedad de servicios a los profesionales de la salud y al público. Para encontrar estas bibliotecas y centros, acuda a esta dirección:

<http://nnlm.gov/members>



## ¿Dónde puedo obtener más información sobre los servicios de NN/LM?

La Biblioteca Médica Regional del Suroeste del Pacífico (PSRML, por sus siglas en inglés)  
en la Biblioteca Biomédica Louise M. Darling/UCLA (Universidad de California en Los Ángeles)

Teléfono: (800) 338-7657 y (800) 338-7657

Correo electrónico: [psr-nnlm@library.ucla.edu](mailto:psr-nnlm@library.ucla.edu)

Dirección en el Web: [nnlm.gov/psr/](http://nnlm.gov/psr/)

Este folleto en sitios de Internet de la salud del consumidor está disponible en  
[http://nnlm.gov/psr/pdf/bwbi\\_esp.pdf](http://nnlm.gov/psr/pdf/bwbi_esp.pdf).

Financiada por la Biblioteca Nacional de Medicina, bajo el contrato N01-LM-1-3517 con  
La Biblioteca Médica Regional del Suroeste del Pacífico

09/2001

## EXHIBIT REPORT

**DATE:** November 19, 2001

**SUBMITTED BY:** Kay Deeney

**EXHIBIT:** Los Angeles Latino Book and Family Festival

**LOCATION:** Los Angeles Convention Center, Los Angeles, CA

**DATES:** October 13-14, 2001

**PSRML STAFF:** Kay Deeney, Pacific Southwest Regional Medical Library  
Heidi Sandstrom, Pacific Southwest Regional Medical Library  
Alison Bunting, Pacific Southwest Regional Medical Library

**Volunteer Staff:** Alan Carr, UCLA Louise M. Darling Biomedical Library

**Number of Registrants:** 30,000 Attendees

**Number of Exhibits:** 602 Booths

<b>Dates</b>	<b><u>Hours</u></b>	<b><u>Visitors</u> <u>(No Demo)</u></b>	<b><u>NLM</u> <u>Demos</u></b>	<b><u>Internet</u> <u>Demos</u></b>
<b>10/13/01</b>	<b>10:00 am – 6:00 pm</b>	<b>75</b>	<b>30</b>	<b>0</b>
<b>10/14/01</b>	<b>10:00 am – 6:00 pm</b>	<b>65</b>	<b>25</b>	<b>0</b>

### EXHIBIT SUMMARY:

There was no pre-conference publicity for our booth. Our booth was located in a Health Festival area. There were several empty booths near us, and traffic was poor.

#### A. Problems

Although Heidi Sandstrom was asked at the last minute to participate on a 50 minute Health panel discussion on Sunday, no other speakers showed up and it was canceled.

#### B. User Feedback

Visitors to the booth were very appreciative of the Spanish language handout that we created, and some of us were able to speak in Spanish with them. The majority of the demonstrations focused on introducing visitors to the MEDLINEplus website. Most visitors came as a family unit with their children, spouses and grandchildren. Visitors were interested in information on diabetes, eye laser surgery and parenting.

### **C. Recommendations: Should NLM exhibit at this meeting next year?**

No. Although this was the fifth year for this festival in Los Angeles (and the first time we had attended and exhibited) it was very disorganized. Dates on the web site were incorrect. I am hesitant about recommending this festival that has several different geographic locations in Chicago, San Diego, San Bernardino and Los Angeles. In 2002 the Festival will be held in San Diego, Phoenix and New York.

No other MEDLINE Information Providers were exhibiting.

### **BUDGET SHEET (see following page)**

### **APPENDICES:**

#### **Maps of Exhibit Hall Pictures**

#### **Samples of Promotional Materials Used:**

- MEDLINEplus pens
- MEDLINEplus bookmarks

#### **\*Literature:**

- *Be Well, Be Informed* [http://nnlm.gov/psr/pdf/bwbi\\_eng.pdf](http://nnlm.gov/psr/pdf/bwbi_eng.pdf)
- *A su salud. Este bien informado* [http://nnlm.gov/psr/pdf/bwbi\\_esp.pdf](http://nnlm.gov/psr/pdf/bwbi_esp.pdf)

\*As the literature distributed at this exhibit were the same as for *Los Angeles Times Festival of Health and Wellness*, the handouts have not been duplicated for inclusion in this quarterly report.

<b>BUDGET FORM</b>  <b>Los Angeles Latino Book and Family Festival</b> <b>Los Angeles, CA</b> <b>October 13-14, 2001</b>		
<b>SPACE RENTAL</b>	10 x 10 (Government Rate)	\$35.00
<b>FREIGHT</b>	(RT LA-LA Convention Center, 2 special deliveries)	\$657.83
<b>MATERIAL HANDLING</b>	(RT LA- LA Convention Center)	\$225.00
<b>ELECTRICITY</b>	Two 50 watt outlets	\$160.00
<b>PHONES</b>	Two single phones	\$560.00
<b>TABLES</b>	(N/A, included in price of booth)	\$0.00
<b>CLEANING</b>	Vacuuming, first day only	\$24.00
<b>CHAIRS</b>	2 stools	\$112.32
<b>TOTAL</b>		<b>\$1,774.15</b>
<b>GROUND TRANSPORTATION</b>	Kay Deeney	\$30.90
<b>TOTAL</b>		<b>\$30.90</b>
<b>GRAND TOTAL</b>		<b>\$1,805.05</b>

## EXHIBIT REPORT

**DATE:** November 20, 2001

**SUBMITTED BY:** Kay Deeney

**EXHIBIT:** American Osteopathic Association 106<sup>th</sup> Convention and Scientific Seminar

**LOCATION:** San Diego Convention Center, San Diego, CA

**DATES:** October 21-24, 2001

**STAFF:** Kay Deeney, Pacific Southwest Regional Medical Library  
Julie Kwan, Pacific Southwest Regional Medical Library

**VOLUNTEERS:** Marilyn Hall, Love Library, San Diego State University  
Marilyn Schwartz, Medical Library, Naval Medical Center San Diego  
Amy Butros, Biomedical Library, University of California, San Diego

**NUMBER OF REGISTRANTS:** 3,439 Attendees

**NUMBER OF EXHIBITS:** 123 Booths

<b>Date</b>	<b><u>Hours</u></b>	<b><u>Visitors</u> <u>(No Demo)</u></b>	<b><u>NLM</u> <u>Demos</u></b>	<b><u>Internet</u> <u>Demos</u></b>
10/21/01	12-5	267	108	1
10/22/01	9-1, 2:30-6:00	315	149	2
10/23/01	9-4	147	72	3
10/24/01	9-1	63	13	0
<b>Total Visitors/Demonstrations:</b>		<b>792</b>	<b>342</b>	<b>6</b>

Kay Deeney visited the University of Southern California Norris Medical Library website to find PDA resources for Epocrates information; visited *MedWatch* for drug research information, the AMA website and visited *Google* a few times. At one attendee's recommendation, she visited 'Gateway to Healthcare' an online search engine (**www.achoo.com**) which searches PubMed.

## EXHIBIT SUMMARY

There were no pre-exhibit meetings or distribution of pre-mailers, letters or invitations. The corner booth was located at 631 in a central right side of the exhibit hall. Because the attendees obtained CME credit for visiting all the exhibits, we had steady traffic. We were categorized as a commercial exhibit instead of educational. The educational ones covered only the schools of

osteopathy. Attendees were interested in MEDLINEplus, and in searching PubMed more efficiently. Many were excited to have a good source (MEDLINEplus) to refer patients when patients come into the office with “garbage” they have found on the web. The conference organizers let us know that there were over 2086 guests attending. These guests were family members of the osteopaths who accompanied them to the exhibit halls. We showed MEDLINEplus to lots of interested spouses.

#### **A. Problems -- none**

#### **B. User Feedback**

One DO (Doctor of Osteopath) was interested in using Cubby to store and update searches. Several were intrigued with LinkOut. One Air Force osteopath wanted information about TOXLINE. Several are accessing MEDLINE through Physicians Online. One osteopath said that he used to use Grateful Med, but became frustrated with the new interface. After we demonstrated PubMed, he said he’d give it a try again. One DO said he wanted images and diagnostic criteria packaged together in one place – and packaged in a format for the family physician. He thought that WebMD was much better than the NLM products. Users want to be able to email results from PubMed. One attendee confused us with IBIS, an integrative Body/Mind Information System that he said had disappeared. One attendee said, “ClinicalTrials—“an excellent database.” One attendee asked, “If I search Google, don’t I get PubMed there?”

#### **C. Suggestions/Comments**

##### **Recommendations: Should NLM exhibit at this meeting next year?**

Yes, NLM should exhibit with AOA next year. While many of the attendees were familiar with MEDLINE, they were less familiar with MEDLINEplus. We also found it beneficial to show them how to do more efficient searches, use LinkOut, and set up a cubby.

#### **D. Other MEDLINE Information Providers**

Merck highlighted their new system for physicians, Merck Medicus, which includes access to PubMed, MDConsult, DXPlain<sup>®</sup>, TheraDoc<sup>™</sup>, several textbooks, the PDR and Mosby’s GenRx, and patient education handouts from Clinical Reference Products. I talked to them about MEDLINEplus. One of the sales representatives was going to pass on some information about MEDLINEplus to one of their people.

Journals to Go at **www.journaltogo.com** is a service that searches broad specialty categories of PubMed and displays downloadable citations to users’ handheld devices. They promote that their system captures the latest clinical abstracts and healthcare news. **www.lwwmedicine.com** (Lippincott, Williams & Wilkins – has a site with ebooks).

DO-Online--new AOA product includes PubMed and MEDLINEplus access. AOA members can set up a personal/professional web page and include links for patients.

## **BUDGET SHEET (See Following Page)**

### **APPENDICES:**

**Maps of Exhibit Hall**

**Pictures**

### **Samples of Promotional Materials Used**

- MEDLINEplus pens
- MEDLINEplus bookmarks

### **Handout**

- *Quality Health Information on the Web* <http://nnlm.gov/psr/pdf/aoa.pdf>



## QUALITY HEALTH INFORMATION ON THE WEB

A Guide from The National Network of Libraries of Medicine

Prepared for the *American Osteopathic Association Annual Meeting*  
San Diego, California, October 21 – 25, 2001

### National Library of Medicine Resources

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#### **PubMed: A free system to search MEDLINE®**

<http://pubmed.gov>

PubMed is the National Library of Medicine's newest way to access the world renowned MEDLINE database. The PubMed search system has been developed by the National Center for Biotechnology Information. It is available globally at no charge. PubMed:

- Provides an easy way to search the 11 million references and abstracts from 4,500 journals in the MEDLINE database.
- Links to over 2,000 journals for full text of articles (publishers may charge a fee).
- Builds upon simple search input and uses complex behind-the-scenes search algorithms to construct effective searches.
- Links to Loansome Doc service for article copying and delivery. Check with your medical library or call 1-800-338-7657 to find a library near you offering this service (libraries may charge a fee).
- Includes an online tutorial on the PubMed sidebar.

#### **MEDLINEplus – health information for consumers**

<http://medlineplus.gov>

MEDLINEplus, produced by the National Library of Medicine, provides the lay person with links to free authoritative and evaluated web sites from government agencies, associations, and universities. The site includes current health news, an extensive listing of health topics, interactive health tutorials, and authoritative patient drug information provided by the US Pharmacopoeia Convention. The latest information is available with links to pre-configured MEDLINE searches and to clinical trials. Also included are directories of health care providers, health facilities, and health science libraries that serve the public. Although designed for the general public, MEDLINEplus is useful for anyone who is beginning to investigate a health topic, including health professionals and students. A virtual tour is available at [www.nlm.nih.gov/medlineplus/tour/tour.html](http://www.nlm.nih.gov/medlineplus/tour/tour.html).

#### **ClinicalTrials.gov**

<http://clinicaltrials.gov>

The National Library of Medicine has developed ClinicalTrials.gov to provide current information about clinical research studies to health care professionals, patients, family members and members of the public.

#### **NLM Gateway**

<http://gateway.nlm.nih.gov>

The NLM Gateway searches simultaneously the multiple resources of the U.S. National Library of Medicine (NLM). It allows users of NLM services to initiate searches from one Web interface, providing "one-stop searching" of many of NLM's information resources or databases.



## NIH Clinical Alerts and Advisories

[http://www.nlm.nih.gov/databases/alerts/clinical\\_alerts.html](http://www.nlm.nih.gov/databases/alerts/clinical_alerts.html)

Clinical alerts are provided to expedite the release of findings from the NIH-funded clinical trials where such release could significantly affect morbidity and mortality. They are also available on the PubMed sidebar.

## Electronic Journals

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### MLA Brandon-Hill Journal Links

<http://nnlm.gov/libinfo/ejournals/branhill.html>

This compilation, maintained by the Pacific Southwest Regional Medical Library, provides links to free electronic versions of the Medical Library Association's Brandon-Hill List of Journals. The MLA Brandon-Hill List is a selected list of journals for the small medical library and represents a basic group of clinical practice journals.

### PubMed/MEDLINE

<http://pubmed.gov>

PubMed will include an icon for the publisher if the full-text of the article is available online. You can either access the article (frequently for a fee) using the publisher icon. Or if your medical library participates in PubMed's LinkOut program, an access the full-text of many articles through your medical library's icon. Check with your medical librarian for details.

## Other Resources

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### Community Health Status Indicators

<http://www.communityhealth.hrsa.gov>

This source provides health assessment information at the county level and is provided by the US Health Resources and Services Administration in cooperation with several local health associations.

### Consumer Drug Information

<http://www.fda.gov/cder/consumerinfo/default.htm>

This site from the Food and Drug Administration provides general information about newly approved prescription drugs. Since these drugs are so new, they may not yet be on the market.

### Food and Nutrition Information Center

<http://www.nal.usda.gov/fnic>

The Food and Nutrition Information Center of the US Department of Agriculture collects and disseminates information about food and human nutrition. This site includes links to the *Dietary Guidelines for Americans*, 5<sup>th</sup> Edition, 2000, the *Food Composition* tables from the USDA / ARS Nutrient Data Laboratory, and *The Food Guide Pyramid* booklet, among other resources.

### Healthy People

<http://www.health.gov/healthypeople>

Healthy People 2010 is a set of health objectives for the Nation to achieve over the first decade of the new century and serves as the prevention agenda for the United States. It is a statement of national health objectives designed to identify the most significant preventable threats to health and to establish national goals to reduce these threats. It can be used by many different people, States, communities, professional organizations, and others to help them develop programs to improve health.

### National Academy Press

<http://www.nap.edu>

Browse this site by topic or use the search engine to find full-text books on a variety of medical and public health topics published by the National Research Council and the Institute of Medicine.

**National Guideline Clearinghouse**<http://www.guideline.gov>

The NGC is a comprehensive public resource for evidence-based clinical practice guidelines and related documents. This project is a cooperative effort from the Agency for Healthcare Research and Quality (AHRQ), in partnership with the American Medical Association and the American Association of Health Plans. The site includes a searchable database. In addition, the guidelines can be browsed by disease or condition, treatment or intervention, or organization. A unique feature is the ability generate side-by-side comparisons for any combination of two or more guidelines.

**National Women's Health Information Center**<http://www.4women.gov>

The NWHIC, a service provided by the Office on Women's Health of the US Department of Health and Human Services, serves as a gateway to a vast array of women's health information resources from government agencies and the private sector.

*October 2001*

<b>BUDGET FORM</b> <b>American Osteopathic Association 106<sup>th</sup> Convention and Scientific Seminar</b> <b>October 21-24, 2001</b> <b>San Diego, CA</b>		
<b>SPACE RENTAL</b>	10 x 10 Corner Booth	\$2,400.00
<b>FREIGHT</b>	RT San Diego – LA	\$390.87
<b>MATERIAL HANDLING</b>	RT San Diego – LA	\$295.00
<b>LABOR</b>	Installation of large exhibit, Technician overtime.	\$105.00
<b>ELECTRICITY</b>	Two 50 watt outlets	\$172.00
<b>PHONES</b>	Two single phone lines, including deposit	\$979.00
<b>TABLES</b>	1 - 6 ft table	\$89.00
<b>CHAIRS</b>	2 - standard stools	\$130.00
<b>CARPETS</b>	Standard carpet and padding	\$239.00
<b>TRASH CANS</b>	Standard wastebasket	\$15.75
<b>Cleaning</b>	Vacuuming, first day only	\$28.00
<b>TOTAL</b>		<b>\$4843.62</b>
<b>GROUND TRANSPORTATION</b>	Kay Deeney and Julie Kwan transportation	\$95.57
<b>ACCOMMODATIONS</b>	Kay Deeney and Julie Kwan lodging	\$880.00
<b>MEALS</b>	Kay Deeney and Julie Kwan meals	\$300.07
<b>OTHER</b>	Parking tolls, baggage fees, gratuities	\$64.00
<b>TOTAL</b>		<b>\$1,339.64</b>
<b>GRAND TOTAL</b>		<b>\$6,183.26</b>

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## EXHIBIT REPORT

**DATE:** November 19, 2001

**SUBMITTED BY:** Heidi Sandstrom

**EXHIBIT:** California School Library Association 2001 Annual State Conference

**NAME OF MEETING:** CSLA 2001: A Beach Odyssey

**LOCATION:** Long Beach Convention Center, Long Beach, CA

**DATES:** October 31-November 3, 2001

**STAFF:** Heidi Sandstrom, Pacific Southwest Regional Medical Library  
Dennis Ritchey, Kaiser Foundation Hospital, Downey  
Judy Bube, University of California, Irvine

**NUMBER OF REGISTRANTS:** 1,481 attendees  
187 of these were "Exhibit Only" attendees

**NUMBER OF EXHIBITS:** 206 Booths

<u>Hours</u>	<u>Dates</u>	<u>Visitors</u> <u>(No Demo)</u>	<u>NLM</u> <u>Demos</u>	<u>Internet</u> <u>Demos</u>
6-8:30 PM	10/31	17	7	0
9 AM – 4:30 PM	11/1	23	17	2
9 AM – 5 PM	11/2	82	47	0

### EXHIBIT SUMMARY:

**A. Pre-Exhibit Meetings - none**

**B. Distribution of Pre-mailers, Letters or Invitations - none**

### C. Booth Locations

The corner booth was located to the right of the exhibit hall entrance, but at a diagonal angle to the walkway, so that persons entering the hall would have to look to the left or turn around to see us. We were more visible to those exiting the hall.

### D. Description of System Program Presentations

While PSRML did not do a presentation, one of our AEHIP subcontractors did an hour-long presentation at 3:30 PM on 11/1. Medical librarian Craig Haynes, and library media teacher

Marsha Korobkin presented *Teaching Your Learning Communities about Health Information*, about the Health Information at Preuss (HIP) project. We publicized this presentation and distributed a project brochure and bookmark at the booth during the exhibit; this received a very positive response from visitors.

### **E. Problems**

Our exhibit backdrop was mis-routed in shipping from the previous conference location, and it did not arrive in time for this exhibit. Instead of the new NLM backdrop, we had to use our tabletop display, which is not as “eye-catching.”

Also, the exhibit schedule likely contributed to the light traffic in the exhibit hall up to the last exhibit day. The opening of the exhibits was on Halloween, and the 11/1 “Exhibits Only” time was wedged between a keynote speaker and afternoon concurrent sessions. Several 11/2 booth visitors said they skipped the 11/1 keynote and exhibits and came only for the 11/1 concurrent sessions. The next “Exhibits Only” time was during the last three hours that the hall was open, from 2-5 PM on 11/2, a Friday afternoon.

### **F. User Feedback**

Once we got people to stop long enough to hear about what we were promoting, they were attentive and very appreciative of our efforts. But often, at the end of a demonstration, we would be asked “How much did you say this costs?” Visitors liked our handout, and asked for extra copies to distribute to faculty and colleagues. Also, they were pleased to see the MEDLINEplus Health Occupations page, which debuted earlier this year. (At last year’s CSLA conference, several attendees asked about MEDLINEplus including a page on health professions, and this suggestion was forwarded to NLM.)

### **G. Suggestions/Comments**

As we were on the program last year, and knew that one of our subcontractors was planning on presenting this year, we did not attempt to get on the program this year.

### **H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer.)**

Since we have exhibited at this meeting for the last two years, I would advise skipping this meeting next year in favor of other approaches to promotion and training.

**Other MEDLINE Information Providers - none**

**BUDGET SHEET (see following page)**

**APPENDICES:**  
**Maps of Exhibit Hall**  
**Pictures**

**Promotional Materials Used:**

- MEDLINEplus pens
- MEDLINEplus bookmarks

**Handouts:**

*California School Library Association 2001*

[http://nnlm.gov/psr/pdf/csla\\_2001.pdf](http://nnlm.gov/psr/pdf/csla_2001.pdf)

<b>BUDGET FORM</b> California School Library Association 2001 Annual State Conference Long Beach, CA October 31-November 3, 2001		
<b>SPACE RENTAL</b>	10 x 10	\$750.00
<b>FREIGHT</b>	(RT LA-Long Beach)	\$421.86
<b>MATERIAL HANDLING</b>	(RT LA-Long Beach )	\$324.00
<b>ELECTRICITY</b>	Three 50 watt outlets	\$354.00
<b>PHONES</b>	Two single phones	\$584.24
<b>TABLES</b>	1 – 8' Foot Counter	\$176.50
<b>CARPET</b>	Standard Carpet and Padding	\$283.00
<b>CHAIRS</b>	2 – Stools	\$170.00
<b>CLEANING</b>	Vacuuming, first day only	\$26.00
<b>TOTAL</b>		<b>\$3,089.60</b>
<b>GROUND TRANSPORTATION</b>	(Kay Deeney, Judy Bube, Dennis Ritchey, )	\$115.39
<b>TOTAL</b>		\$115.39
<b>GRAND TOTAL</b>		<b>\$3,204.99</b>



# California School Library Association

## 2001 Annual Conference

### October 31 - November 3, 2001

Where can I find good health information for faculty and students?

MEDLINEplus <http://medlineplus.gov>

The National Library of Medicine's web site for **free consumer health information**. Includes:

- ◆ **Health News** - past 30 days of news from trusted sources
- ◆ **Health Topics** - information on over 500 conditions, diseases, and wellness topics
- ◆ **adam Health Illustrated Encyclopedia** - includes over 4,000 articles, and hundreds of illustrations and photographs
- ◆ **Interactive Health tutorials** - learn more about selected topics with sound and pictures
- ◆ **Clinical Trials** - information about clinical research studies on NIH's *ClinicalTrials.gov* site
- ◆ **Drug Information** - On over 9,000 generic and brand name, prescription and over-the-counter drugs
- ◆ **Dictionaries** - Spellings and definitions of medical terms
- ◆ **Directories** - Locations and credentials of doctors, dentists and hospitals
- ◆ **Other Resources** - Access to organizations, consumer health libraries, international sites, publications, MEDLINE, and more
- ◆ **MEDLINEplus Tour** - Online introduction to key features
- ◆ **MEDLINEplus Email Announcement Lists** - to receive weekly consumer health information updates

Check out over 40 **Child and Teen Health** topic pages, including the **Children's Page**, **Teen's Page**, and **Health Occupations** page in MEDLINEplus.

Where can I find research information used by health science students?

MEDLINE/PubMed <http://pubmed.gov>

A user-friendly version of **MEDLINE**, the **National Library of Medicine's** free database of references to more than 11 million **articles** published in 4500 **biomedical journals**. Searching by topic provides a list of article citations. Many of these include abstracts, and sometimes a link to the full article. Users may sign up for document delivery services (through Loansome Doc), which may not be free. The **PubMed Tutorial**, a Web-based learning program, will show you how to search PubMed®.

How can I tell if I've found good information on the Internet?

Ask yourself if a Web site meets the following guidelines:

- ◆ Information content is from a respected source, is accurate and current.
- ◆ Information provided is readable, well organized and easy to use.
- ◆ Information supports existing doctor/patient relationships.
- ◆ The purpose of the site is to inform, and not to sell a product or service.
- ◆ The organization's biases are clearly stated.

Confidentiality of site visitor data, including identity, is respected.



## Other Great Health Sites for California School Librarians

**KidsHealth.org**

<http://www.kidshealth.org/index2.html>

KidsHealth, created by the Nemours Foundation, has tons of accurate, up-to-date health information about and for kids. You'll find cool games and animations, the KidsVote health poll, and loads of surprises here!

**Virtual Office of the Surgeon General: For Kids**

<http://www.surgeongeneral.gov/sg4kids/default.htm>

David Satcher's favorite audience is kids! He's included some fun and informative links for them on this page, and also some resources for their parents and teachers.

**KIDZ PRIVACY: Just for Kidz**

<http://www.ftc.gov/bcp/online/edcams/kidzprivacy/kidz.htm>

This site, from the Federal Trade Commission, promotes awareness about the Children's Online Privacy Protection Act and the FTC Rule that implements it. It encourages kids to practice safe surfing, and to keep their parents informed about and involved in online activities. Has resources for teachers too.

**California School Health Connections**

<http://www.cde.ca.gov/cyfsbranch/lsp/health/>

School Health Connections (SHC) is at the center of California's statewide network supporting comprehensive school health systems and health education. This office administers a plan to improve the overall health and well being of California's children.

**Yucky.com**

<http://yucky.kids.discovery.com/>

At the *gross & cool body* link, kids can find out about the human body from Yucky's Ace Reporter, Wendell the Worm. Zits, burps, and funnybones spoken here...

**Important Note:** Information on these sites is for educational purposes only. Consult your personal physician or other health professional for specific advice on your health and on how Internet health information may apply to you.

## **What is the NN/LM?**

The National Network of Libraries of Medicine (NN/LM), coordinated by the National Library of Medicine, is a nationwide network of over 4,600 health science libraries and information centers. NN/LM libraries provide a variety of services to health professionals and to the public. Find these libraries at <http://nnlm.gov/members/>.

## **Where can I get more information about NN/LM services?**

The Pacific Southwest Regional Medical Library (PSRML)  
at the Louise M. Darling Biomedical Library/UCLA  
Phone: (800) 338-7657 Email: [psr-nnlm@library.ucla.edu](mailto:psr-nnlm@library.ucla.edu)  
Web address: <http://nnlm.gov/psr/>

**Appendix B**

**Consumer Health Information: Bringing e-Content to the Consumer**

**Registration Brochure**

## Consumer Health Information Services: Bringing e-Content to the Consumer

Date: Friday, August 17, 2001

Time: 8:00 am to 4:00 pm

Location: Fairchild Auditorium  
Stanford University  
Medical  
Center, Palo Alto, CA

Fee: \$30.00  
(includes lunch and  
morning/afternoon  
refreshments)

Registration deadline **July 31, 2001**.  
Space is limited; registration is  
accepted on a first-come, first-served  
basis. Past symposia have sold out.

**Publisher Presentations by:  
EBSCO Biomedical and Health  
The Gale Groups  
Health Reference Center**

Schedule	
<b>8:00 am</b>	<b>Registration</b>
<b>8:30-9:30</b>	<b>Michael Higgins, Oracle</b>
<b>9:30-10:30</b>	<b>Bill Fisher, San Jose State University</b>
<b>10:30-10:50</b>	<b>Break</b>
<b>10:50-11:50</b>	<b>Bebo White, Stanford Linear Accelerator Center</b>
<b>11:50-1:00</b>	<b>Lunch (box lunch)</b>
<b>1:00-2:00</b>	<b>Mel Nelson, Stanford University Medical School</b>
<b>2:00-2:40</b>	<b>Publisher Presentations</b>
<b>2:40-3:00</b>	<b>Break</b>
<b>3:00-4:00</b>	<b>Heidi Sandstrom and Kay Deeney, Pacific Southwest Regional Medical Library/UCLA</b>

## Consumer Health Information Services: Bringing e-Content to the Consumer

Presented by

**The Health Library at Stanford**

And

**Pacific Southwest Regional  
Medical Library**

**T**he second Stanford Symposium on Consumer Health Information Services will provide a forward-thinking symposium that will help librarians and other information managers improve client services, and plan and move into the future. This year we are emphasizing digital tools, electronic communication, and market trends. Speakers are national and internationally renowned experts in their fields.

### Speakers

**Michael Higgins**, Oracle.....Consumer Health Informatics  
**Bill Fisher**, San Jose State University.....Valuing Intangible Assets  
**Bebo White**, Stanford Linear Accelerator Center....Emerging Web Based Technologies

**Mel Nelson**, Stanford University Medical School.....Multimedia to Deliver Health Content  
**Heidi Sandstrom and Kay Deeney**, PSRML/ UCLA...Consumer Health Information

# Consumer Health Information: Bringing e-Content to the Consumer

Friday, August 17, 2001  
Fairchild Auditorium  
Stanford University Medical Center  
Palo Alto, CA

Presented by



and



Please detach and send with **\$30.00** registration fee to:

**STANFORD SYMPOSIUM**  
**Attn: Karen Ricard, PSRML, 12-077 CHS Box**  
**951798, LA, CA 90095-1798**

**Please Print**

Name:.....  
Job title:.....  
Organization/Library:.....  
Street Address: .....  
Daytime phone:.....  
City, State, Zip: .....  
E-mail:.....

To pay by credit card, complete the following and  
fax to **(310) 825-5389**:

Card Number:.....  
Exp. date:.....  
Type: Visa, Amex, Mastercard (circle one)  
Signature:.....

For directions and parking information visit  
the symposium website at:  
**[nnlm.gov/psr/stansymp.html](http://nnlm.gov/psr/stansymp.html)**

For questions contact Karen Ricard, PSRML  
Administrative Assistant at 310-825-2183.